CONTRACT APPROVAL REQUEST

Promotion: *L. A. FIESTA BROADWAY*
Marlboro Music Sponsorship

Vendor: All Access Entertainment

Financial Impact: 1996 - $55,000; KF will pay $5,000 due 30 days upon execution of the contract; balance of $50,000 paid by PM on April 22, 1996

1995 - $50,000

Project Manager: Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris Management Corp covers the arrangement for participation of Marlboro Music and Kraft Foods in L.A. Fiesta Broadway in Los Angeles, CA, on April 28, 1996. This day long festival involves entertainment, concert stage, signage and kiosks. More than 800,000 people are expected to attend.

As the exclusive tobacco sponsor, the Marlboro brand will have a major presence at this event through:

- Present a Marlboro Music concert in the Cal Mart Parking Lot Venue;
- Exclusive rights to eight Marlboro kiosk locations through the area from Third to Ninth Streets;
- Use of a sufficient number of 110-watt electrical outlets;
- The right to hang banners and signage on and around the promotional tents and at other locations at the Venue;
- The exclusive right to distribute or sell the following to smokers 21 years of age and older: coupons for free cigarettes, with the purchase of cigarettes; flyers and incentive items; and two 10' x 22' promotional tents at the Venue;
- The right to a full- page advertisement in the Fiesta Broadway '95 Official Program;
- Five invitations to the VIP party on the eve of Fiesta Broadway;

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Source: https://www.industrydocuments.ucsf.edu/docs/yfpn0004

- The right to hang two 24' x 24' Marlboro Music logo stage speaker scrimps; and

- The right to recognition in advertising placed in connection with the Concert and Event.

Financial Elements:

This agreement covers Kraft Foods and Marlboro's arrangements with All Access Entertainment for brand's presence at the event. The total sponsorship fee will be $55,000 payable as stipulated as above.

Vendor Selection:

Broadway Street in downtown Los Angeles has become the scene for one of the most exciting festivals in the Americas, "L.A. Fiesta Broadway". This day long fiesta celebrates one of the most important dates on the Mexican calendar, "Cinco de Mayo", a commemoration of the battle of Puebla, at which Mexico defeated the invading troops of France in 1862.

L.A. Fiesta Broadway brings out nearly a million people every year . L.A. Fiesta Broadway allows product sales, signage and sweepstakes opportunities. Section 54 strongly recommends participation in this event. The Marlboro brand group sanctioned participation, which will further brand objectives throughout the state of California.

Budget Implications:

This sponsorship fee has been budgeted in our 1996 program.

Approvals:

J. Fontanez _____ _____

S. Sampson _____ _____

I. Broeman *For Your Signature*

Finance
B. Colby _____ _____

Risk Management
L. Robertson_____ _____

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